

Nathan Corbin

Art Director • Brand Designer • Creative Manager

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Hello... I'm Nathan Corbin, a design-obsessed Art Director in San Francisco, CA.

At Apple, I art directed the **global style guide** and site design for Apple Music, Apple Books, Apple TV, and Apple Podcasts's editorial experiences. // As a Senior Art Director for Dockers, I concepted, shot, and delivered global marketing campaigns for **Pride**, **product releases**, and **seasonal campaigns**. // At Levi's, I managed e-commerce copy and design teams while shooting and designing **innovative creative**.

PROFESSIONAL SKILLS

Art Direction, Brand Design, Style Guides, Content Design, Photoshoots, Fashion Shoots, Graphic Design, Interaction Design, Print Design, Visual Design, Web Design, User Experience Design, UX Design, Art & Design Concepts, Photoshoots, Team Leadership & Guidance, User Interface Design, Strategic Planning & Analysis, Requirements Gathering, Storyboarding & User Mapping, Global Toolkit, Digital Content & Conversions, Zeplin, User Experience Design, Typography, Interactive Design, Web Design, Mobile Design, Photo Editing, Icons, Storyboarding, User Interface Design, User Mapping, Logos

TECHNICAL ABILITIES

Adobe Creative Suite (Photoshop, After Effects, Illustrator, InDesign, Lightroom, Premier Pro), Figma, Sketch, Keynote, HTML5

APPLE / Art Director May 2022 – Jan 2024 (Contracted through Ask Inc.)

As an Art Director across Apple Podcasts, Apple Music, Apple Books, and Apple TV, I led agency partners and internal teams in editorial site creative. Working closely with the marketing teams of each brand, I would create beautiful articles and pages that helped build on Apple's identity as the industry's design leader.

- Art Direct the site, email, and external ads for Apple Podcasts for Creators and Apple Music for Artists
- Design a cohesive Apple global style guide that informs site experiences
- Art Directed new sites for Apple Books and Apple TV
- Develop new site experiences with an emphasis on motion and sound

LEVI STRAUSS & CO. / Sr. Art Director Global Dockers, LS&Co. • May 2020 – May 2022

Collaborate with cross-functional design, user experience, and copy professionals through each phase of creative initiatives while safeguarding brand identity and requirements across all digital platforms. Navigate both in-house and globally distributed design teams through the project life cycle, offering extensive training and guidance. Construct creative concepts, style guides, and user experiences by leveraging consumer and data insights.

- Concept, Art Direct, and Design global brand style guides for campaigns
- Develop style guides to lead global design expression
- Manage design team to execute the brand look and feel across site, email, and social
- Develop site experience and UX style sheets

LEVI STRAUSS & CO. / Art Director Levi's & Dockers • June 2015 – May 2020

Researched and integrated effective global team models for copy and design staff, guiding team goal development across global eCommerce copy and design team members. Used data and consumer insights to concept and pitch new creative solutions for quickly changing channels.

- Concept, Art Direct, and Design style guides for seasonal brand expressions
- Onset Art Direction of video, digital photo, and film
- Manage copy and design teams for site experiences
- Collaborate with UX team and external agencies to design marketing experiences that delight
- Recipient of 2017 LS&Co. Excellence Award for Creative Lead on bringing personalization to Levi.com

WALMART.COM / Senior Designer Jan 2013 – May 2015

Led a team of designers through the production of engaging online content tailored for sales conversion, organizing the design and integration of the user experience and user interface. Piloted the design of several mobile-first landing page graphics for Apple and Disney partnerships.

- Lead designer on a team with 4 designers focused on editorial content and conversion-focused content
- Designed mobile-first landing page collaborations with Disney and Apple
- UX/UI Designer for editorial content experiences
- Coordinated design team on global creative for Cyber Monday, helping deliver a record day of \$164M
- Founder of the creative team social club and the design team's art gallery

PALO ALTO MEDICAL CENTER / UX/UI Designer Sep 2012 – Jan 2013

Evaluated insights from medical patients and staff to identify waiting room communication inefficiencies and conceptualize a solution. Directed team through all facets of planning and design, producing storyboards, concepts, layouts, imagery, and user maps that aligned with ADA constraints and PAMC guidelines.

- Analyzing medical and patient insights on communication lapses in the waiting room and designing a solution
- Communicating timelines and setting executive expectations for approval of insight gathering, concept storyboarding, and design delivery
- Design layout, copy, and imagery that align with ADA requirements while aligning with PAMC style standards
- User Experience storyboarding / mapping of both patient and staff
- Interaction design and icon design

EDUCATION

University of South Carolina, SVAD
BFA in Graphic Design